

These minutes are submitted by the Community Development Director and are not official until approved by the City of Evansville Economic Development Committee.

City of Evansville **Economic Development Committee**  
**Monday, April 19, 2021, 6:00 PM**  
*Meeting held virtually*

**MINUTES**

1. **Call to Order** Brooks called meeting to order at 6:00pm

2. **Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Chair James Brooks	P	Community Development Director Jason Sergeant
Ben Ladick	P	Chamber of Commerce Exec. Dir. Christina Slaback
Vacant	-	
Jason Knott	P	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

3. **Motion to Approve Agenda by Ladick, seconded by Rutz, approved unanimously.**

4. **Motion to waive the reading of the minutes of the March 15, 2021 meeting and approve them as printed by Ladick, seconded by Berg, approved unanimously.**

5. **Civility Reminder**

6. **Citizen Appearances, other than listed agenda items.** Brooks noted Otterstein's recognition by WEDA and was thankful for his years of service on this committee.

7. **Monthly Report**

**A. Community Development Updates.** Sergeant shared his report, including:  
Recent and ongoing community development activities:

- A few less development permits has meat Community Development Director had time to make progress on the Gold Shovel Site, City engineer is working on revising maps to meet standards, timeline is stretched to avoid incurring extra costs from engineer.
- Attended an introductory meeting to understand the priorities of the new MadREP President.
- Business Survey and introductory emails were sent out to major manufactures in Evansville, including Baker, Bluescope Buildings North America, and Stoughton Trailers. Two have responded to the surveys. Virtual visits are being scheduled, staff has requested MadREP visit the Economic Development Committee soon to report any actionable

findings.

- Existing Business, Das Hand Haus is looking at some temporary locations to provide dog training services.
- TC Countertops is believed to have purchased the former auto auction site. Staff has been assisting with floodplain and insurance questions.
- An Existing business is continuing to look at new lots for expansion.
- A Site selector is still focused on two parcels, each requiring redevelopment or significant challenges.
- A preliminary site plan concept was submitted by a development group on behalf of a national retailer to redevelop a lot on N Union Street. Staff has provided extensive comments on the proposal and is awaiting a follow-up set of plans.
- An additional business outside the city, TC Countertops, has an offer to purchase the former Auto Auction Site and has worked with plan commission to get approval for redeveloping the site adding landscaping and sidewalks.
- Working with existing business on a new sign permit
- City has approved a resolution to accept out lots in Westfield Meadows
- The City acquired 170 E Church, formerly known as Nelson Paint and adjacent to the VFW Post. Special thanks to Mayor Hurlley! This lot is part of the North Allen Creek redevelopment area. Research is ongoing into some lot line overlaps with the 155 E Main lot. An extended clean-out timeline will occur so personal property can be removed.
- iWorq online permitting set-up continues. Building Inspector sent a number of corrections to the building permit workflow, those are being updated and will be reviewed again in a week. Customer portal work has begun, but won't be finished until zoning permit workflow is complete.
- The 2020 Annual Report for Historic Preservation is being finalized for distribution to all historic property owners
- 20 S Madison has submitted an application to create a condominium plat on their parcel.
- Met with Grove Partners to resume negotiations for Settler's Grove. Discussions continue around water system, Porter Road construction, trails, and appropriate building forms.
- A request to Rezone 339 E Franklin was submitted, changing zoning from Ag to R2.
- A land division request has been submitted to create an additional out lot in Westfield Meadows for the bike path, as well as reduce the size of an existing out lot.
- **Attended American Public Power Association (APPA) seminar on public power governance.** It was learned that 1/3 of power providers are nonprofit, with half of those being public, like Evansville. Data has shown public power utilities are usually quicker to get back online and restore services after a major storm event. Some other topics covered included the importance of in-kind services (EG, use of staff time for other nonprofit work or providing discounted or free electricity to government facilities). This is a unique flexibility of a public power entities that should be carefully tracked to demonstrate value being provided. Public Power utilities are more flexible in generation sources and are governed by a local board,

so more response to local needs.

- **A/V Conversion of Council Chambers:** The contract was signed with Tierney and a preliminary walk through is being done. A request was put in to reconfigure the HVAC ductwork to provide more silent operation.
- **West Side Park, Aquatic Center and Splashpad RFP:** The RFP was distributed to the American Planning Association and League of Wisconsin Municipalities Websites as well as directly sent to two firms the City has previously and successful worked with. 5 firms have expressed interest, 3 have visited the sites in person and met with Community Development Director. The RFP closes March 22nd, applicants will need to have digital submissions in by that date, and paper submissions postmarked by that date. Depending on number of applicants, a round of interviews with the interested firms may occur.
- 2021 Total to date: 36 permits and \$10,854 in collected permit fees
- 2020 Totals: 310 permits and \$59,764 in collected permit fees
- 2019 totals: 338 Permits and \$151,861 in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Totals: 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)
- 2017 Totals: 230 permits and \$ 46,451 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)
- 2016 Totals: 205 permits and \$ 56,440.54 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl) Another Existing business has re-started discussions to find a new lot for expansion.

**B. Chamber of Commerce Report** – Slaback shared updates including the love local micro grant application being reviewed now, expect them to be announced at the end of March. A virtual trivia night will be happening again in spring. Admin position should be announced soon. Other updates included:

- Member Phone Calls, E-mails
- Ambassador Huddle:
- Chairman's Club Spotlight:
- Economic Development Meeting
- Community Activities
- Community Connections
- Tourism FB Ads - hoteliers
- Chamber Projects
- Weekly E-News/Business Watch
- Member Services Committee
- New Years Mixer - Jan
- Bowling Tournament
- Nomination Committee
- Business Grant Committee applications
- Community Guide
- Member Renewals Reminders
- Membership Promotions
- Love Local Ornaments
- PPP

- Business Directory
- Community Photos
- Ad min position job description

**C. Tourism Commission Report:** Berg was glad to hear the social media campaign for hotels is going well. Next tourism meeting is April 8<sup>th</sup>. Next Holiday Lights meeting is this week and the committee hopes to have a preliminary budget and decorations will be discussed. Berg also provided her report, including:

- The Evansville Tourism Commission met Thursday, Feb. 11, 2021.
- Recent activity:
- Downtown flower baskets are a perennial attraction, and for 2021, Municipal Services has agreed to manage the care and watering of the baskets during the weekdays. This is significant relief. Weekend care and watering still needs to be determined. Evansville Community Partnership manages the flower basket project.
- The interest, implementation and sustainability of developing murals in Evansville is the focus of a committee being organized by Nancy Nelson. Two potential members have been identified, and information is being collected from other communities that have implemented similar projects. Topics include concepts, artists, funding, locations and long-term management.
- Nancy Nelson reported that Cruise Nights will proceed in 2021. The first Cruise Night is May 7, which might feature a mini or local cruise.
- Jim Brooks noted that bands have been booked for the Fourth of July festival set for July 2-4.
- Cancelled events are Chili Cook-Off (February) and Art Crawl (May).
- The tourism budget has an allocation to support promotional efforts for larger events with tourist potential. The Tourism Commission identified Cruise Nights as an event with tourist potential, and that it merits funding for promotional purposes. The first event is May. Later events with tourism potential will be discussed at the April meeting.
- Next meeting date for the Evansville Tourism Commission is April 8.

## 8. New Business

A. Discussion and Updates on City/Chamber COVID-19 Activities. None

## 9. Other Business. None

10. Next Meeting Dates: March 19<sup>th</sup>. 2021 at 6:00pm

11. Motion to Adjourn by Barnes, seconded by Rutz. Passed Unanimously.